

The Container Store partners with thredUP

Article

The news: The Container Store is [partnering](#) with thredUP to allow customers to resell gently worn clothing, shoes, and accessories for a gift card that can be redeemed in the retailer's stores and online.

- Customers can pick up a thredUP Clean Out Kit from any of The Container Store's 97 retail stores or generate a prepaid shipping label online.

Going green: The "Closet Clean Out" resale program aims to encourage The Container Store's customers to "give new life to their belongings as they clean out and organize their spaces,"

said **Melissa Collins**, the retailer's chief marketing officer.

- The program launch coincides with the retailer's Sustainable Living event that highlights its assortment of sustainably-sourced products across a variety of categories, including food preservation and hydration, recycling and composting, and natural cleaning.

The big takeaway: The Closet Clean Out initiative expertly marries The Container Store's brand identity—organization—with its more recent push into sustainability.

- The initiative should drive incremental sales while also providing a boost to its green credentials.
- At the same time, the partnership should provide thredUP with another source of inventory from a customer base that it may not have been reaching.